

HOW TO BE A GREAT FACEBOOK LIVE GUEST

DO NOT:

- HAVE DISTRACTING BACKGROUNDS
- HAVE A SHADOWY FACE
- SHOW UP UNPREPARED
- SHOW UP LATE
- ROCK, OR DISPLAY OTHER NERVOUS TICKS
- STALL. GIVE VALUE RIGHT AWAY
- DISRUPT A THOUGHT TO SAY 'HI' TO NEWCOMERS
- BE UNFAMILIAR WITH YOUR TECH

DO:

- SET UP YOUR ROOM
- HAVE APPROPRIATE LIGHTING
- REVIEW YOUR MATERIAL
- BE READY, EARLY
- REHEARSE TO CATCH BAD HABITS
- REWARD ON-TIME VIEWERS
- TRY OUT YOUR TECH WELL BEFORE
- PROMOTE INTERVIEW ON ALL PLATFORMS

NECESSARY TECH:

- COMPUTER
- INTERNET ACCESS
- WEBCAM
- HEADPHONES
- MICROPHONE
- ANY TECH THAT'S PLATFORM-DEPENDENT